

**PLAYER'S NAVY CUT  
SAN FRANCISCO RESEARCH PROJECT PERFORMANCE**

	<u>1 WEEK</u>					<u>4 WEEK</u>					<u>CUME SINCE INTRO.</u>
	<u>2/11</u>	<u>2/18</u>	<u>2/25</u>	<u>3/04</u>	<u>Diff Vs. Wk-Ago</u>	<u>1/21- 2/11</u>	<u>1/28- 2/18</u>	<u>2/04- 2/25</u>	<u>2/11- 3/04</u>	<u>Diff Vs. 4w-Ago</u>	
<b><u>Share</u></b>											
Lights	0.82	0.94	0.62	0.68	0.06	0.75	0.76	0.75	0.73	-0.02	0.63
Full Flavor	0.68	0.91	0.85	0.73	-0.12	0.53	0.58	0.72	0.78	0.05	0.59
Free Product	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Total Player's Navy Cut	1.49	1.85	1.47	1.41	-0.06	1.28	1.35	1.47	1.51	0.04	1.22
<b><u>% Out of Stock</u></b>											
Lights	0	0	25	14	-11	0	0	25	25	0	25
Full Flavor	0	0	0	0	0	0	0	0	0	0	50
Free Product	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Total Player's Navy Cut	0	0	0	0	0	0	0	0	0	0	0
<b><u>Pack Pricing</u></b>											
Marlboro	\$2.00	\$2.00	\$2.19	\$2.14	-0.04	\$2.00	\$2.00	\$2.04	\$2.08	0.04	\$2.03
Total Player's Navy Cut	\$2.00	\$2.00	\$2.19	\$2.14	-0.04	\$2.00	\$2.00	\$2.04	\$2.08	0.04	\$2.03
Basic	\$1.53	\$1.53	\$1.67	\$1.65	-0.02	\$1.53	\$1.53	\$1.57	\$1.60	0.03	\$1.54
Lowest Discount	\$0.99	\$1.08	\$1.56	\$1.18	-0.38	\$0.99	\$1.01	\$1.15	\$1.20	0.05	\$1.11
<b><u>Inventory</u></b>											
Total Inventory	418	382	397	879	482	290	315	364	519	156	293
Share of Inventory	1.67	1.46	1.51	1.12	-0.39	1.22	1.26	1.41	1.33	-0.07	1.21
Days Supply	24.6	18.3	18.0	19.0	0.9	21.8	21.0	20.2	19.6	-0.7	19.8
<b><u>Retail Conditions</u></b>											
% Free Product	0	0	0	0	0	0	0	0	0	0	0
% Incentives	67	33	0	43	43	67	67	67	67	0	67
% Display	100	100	100	100	0	100	100	100	100	0	100
% Signage	100	100	50	43	-7	100	100	100	100	0	100
% Any Causal	100	100	100	100	0	100	100	100	100	0	100

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